

**COLLEGE RADIO  
CORPORATION**

14 WEST 45TH STREET • NEW YORK 36, N. Y. Telephone OXFORD 7-0890

April 19th, 1954

Miss Camilla Davis  
Manager, Radio Station WCSR  
Smith College  
Northampton, Massachusetts

Dear Miss Davis:

Our contract with the Intercollegiate Broadcasting System under which we have represented IBS for national advertising sales expired on April 18th, 1954.

If you desire us to continue our efforts on your behalf to secure national advertising accounts for your station, we request that you sign and return to us a copy of the enclosed representation agreement. Our national sales activities henceforth will be conducted exclusively on behalf of those stations whom we represent directly (under the enclosed agreement).

Our decision to request an individual representation agreement from each station is the result of careful analysis of standard procedures in the professional broadcast field and the requirements of some advertising agencies that we demonstrate evidence of authorization to sell on behalf of each station we list.

Benefits to your station under the direct representation system include

a) a higher net return to you (the enclosed agreement provides commissions to us for sales and service of only 20%, as opposed to the approximately 23.6% which has been deducted for these purposes from your non-package national advertising income during the past year). Practically speaking, this means that your station will now receive 65 net on each gross advertising dollar, instead of approximately 61.4¢ (including allowance for the basic 15% commission for each sponsor's advertising agency.)

b) prompter payment on national advertising accounts because we will pay you directly as soon as your affidavit of broadcast has been approved.

We feel that sales prospects generally look ex-



COLLEGE RADIO  
CORPORATION

14 WEST 42ND STREET • NEW YORK 36, N.Y. • TELEPHONE OXFORD 7-6330

April 19th, 1954

Miss Camilla Davis  
Manager, Radio Station WGBH  
Smith College  
Northampton, Massachusetts

Dear Miss Davis:

Our contract with the Intercollegiate Broadcast-  
ing System under which we have represented WGBH for national ad-  
vertising sales expired on April 15th, 1954.

If you desire us to continue our efforts on your  
behalf to secure national advertising accounts for your station,  
we request that you sign and return to us a copy of the enclosed  
representation agreement. Our national sales activities heretofore  
will be conducted exclusively on behalf of those stations whom  
we represent directly (under the enclosed agreement).

Our decision to request an individual representa-  
tion agreement from each station is the result of careful analysis  
of standard procedures in the professional broadcast field and  
the requirements of some advertising agencies that we demonstrate  
evidence of authorization to sell on behalf of each station we  
list.

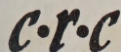
Benefits to your station under the direct representa-  
tion system include:

(a) a higher net return to you (the enclosed agree-  
ment provides commissions to us for sales and service  
of only 30%, as opposed to the approximately 33.3% which  
has been deducted for these purposes from your net package  
national advertising income during the past year). Practically  
speaking, this means that your station will now receive  
(c) net on each gross advertising dollar, instead of approx-  
imately 67.4% (including allowance for the past 1% commis-  
sion for each sponsor's advertising agency).

(b) prompter payment on national advertising accounts  
because we will pay you directly as soon as your affidavit  
of broadcast has been approved.

We feel that sales prospects generally look over





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cellent for the 1954-5 college year. During the past twelve months since CRC opened its New York sales office, a great deal of groundwork has been laid which we confidently expect to produce additional national advertising business for college radio next year. You can expect the Luckies and RCA packages and the Camels account to be extended to additional stations in 1954-5; and there will assuredly be new accounts added to this list for broadcasting beginning in September. To be sure your station is represented for consideration for these new accounts, won't you please sign and return the enclosed agreement promptly? Be sure to indicate your gross national advertising rates by placing an "X" on the proper line of the rate card form.

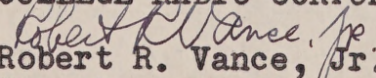
Please note that the representation agreement appoints us as your exclusive sales agent. (This is a standard practice in the professional broadcast sales field). If you have any authorization now outstanding to anyone else to list your station for national sales, it will be necessary for you to send notice of termination of that authorization if you desire to execute the enclosed agreement to be represented by us. In the event you have given authority to someone else to list your station for national sales, and you desire to terminate that authorization and to be represented by us, postdate your approval of our contract by whatever number of days termination notice is required. For example, if thirty days' notice is required for you to terminate your authorization to some other party, then write in (after the word "Approved" in the enclosed agreement) whatever date is thirty days after the postmark of your notice of termination. If you presently have not authorized any other party to list your station for national sales, then enter the date on which you sign the agreement after the word "Approved."

In any case, please return the signed agreement to us now to be sure of being listed for new national accounts for the 1954-5 year. As you doubtless know, May and June are busy advertising months during which many decisions are made for fall campaigns. It's essential that we know just as quickly as possible which stations desire us to continue to sell for them, so that we may advise advertisers accordingly as new contracts are placed with us.

If you have any questions whatever about the enclosed agreement, please don't hesitate to contact us immediately. You may call our New York office collect, if you so desire.

Sincerely yours,

COLLEGE RADIO CORPORATION

  
Robert R. Vance, Jr.  
Vice-President

RVtbh  
Enc.



collected for the 1954-55 college year. During the past twelve months since CAC opened its New York sales office, a great deal of groundwork has been laid which we confidently expect to produce additional national advertising business for college radio next year. You can expect the Lakeside and RCA accounts and the Gamma account to be extended to additional stations in 1954-55 and there will assuredly be new accounts added to this list for broadcasting beginning in September. To be sure your station is represented for consideration for these new accounts, won't you please sign and return the enclosed agreement promptly. Be sure to indicate your station's advertising rates by placing an "X" on the proper line of the rate card form.

Please note that the representation agreement appoints us as your exclusive sales agent. (This is a standard practice in the professional broadcast sales field). If you have any authorization now outstanding to anyone else to list your station for national sales, it will be necessary for you to send notice of termination of that authorization if you desire to exercise the enclosed agreement to be represented by us. In the event you have given authority to someone else to list your station for national sales, and you desire to terminate that authorization and to be represented by us, postdate your approval of our contract by whatever number of days termination notice is required. For example, if thirty days' notice is required for you to terminate your authorization to some other party, then write in (after the word "approved" in the enclosed agreement) whatever date is thirty days after the postmark of your notice of termination. If you presently have not authorized any other party to list your station for national sales, then enter the date on which you sign the agreement after the word "approved."

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RV:cm  
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